

Looking to create a consistent social media presence?

Our checklists below will help you get started...



facebook

- Posts on your own profile twice a week (minimum)
- 'Like' at least 5 other companies pages per week
- Comment on 2 pages / posts a day relating to your products or service
- Include a call to action on your posts (eg. like, share)
- Use hashtags to ensure your posts appear in trending topics

twitter

- Tweet 3 times a day. Tweets can vary between business industry, promotional or fun!
- Always use #hashtags to appear in trending topics
- Retweet others
- Add comments to retweets to increase chance of interactions
- Follow new people daily to increase your Twitter footprint

Instagram

- Post photos daily
- Always use relevant hashtags in your descriptions
- Comment on your followers posts daily
- Follow at least 5 new people per day
- Interact with your followers by liking a selection of images every day
- Tag your photos with a location

LinkedIn

- Connect with at least 3 new people per week
- Follow at least 3 new companies per week
- Repost blog posts on news feed
- Frequently post industry news on your news feed ensuring to include a call to action
- Requests a new recommendation every week

Blog

- Write at least 1 blog post per week
- Use tags and categories to help visitors find relevant content
- Repost content blog content on all social media platforms (if applicable)
- Include a call to action on every blog post created
- Try to write between 300 words and 1000 words to engage but not bore your readers

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THE BUSINESS GROWTH EXPERTS